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- (71) Applicant (for all designated States except US): **FUTURE WIRELESS LTD.** [IL/IL]; P.O. Box 5870, 46100 Herzlia (IL).
- (72) Inventor; and
- (75) Inventor/Applicant (for US only): **JOSEFSBERG, Yekutiel** [IL/IL]; 63a Hallanot Street, 46312 Herzlia (IL).
- (74) Agents: **LUZZATTO, Kfir et al.; LUZZATTO & LUZZATTO**, Box 5352, 84152 Beersheva (IL).
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(54) Title: **METHOD AND APPARATUS FOR DETERMINING THE EFFICIENCY OF RADIO PUBLICITY AND/OR BROADCASTED PROGRAMS**

(57) Abstract: Method for determining the efficiency of radio publicity and/or broadcasted programs. When a car radio is operated, determining the frequency of the broadcast channel received at the moment, either directly from the car radio display, or by extraction the LO frequency of the car radio. Whenever required, the frequency is transformed to a digital word. When the information as to the amount of listening of a given publicity and/or broadcasted program or publicities is desired, a request for that information is sent and when the request is received, a reply which comprises the digital word that corresponds to the frequency of the broadcast channel received at the moment, is transmitted.



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